



Turning Strategy Into Reality

Merchandising Services

Your assortment and brand management decisions all have a real impact at the shelf – a place where your consumers make their purchase decisions. Effective space management can mean more purchases in the real environment, so it's important to make sure your strategies are spot-on. Nielsen offers a full complement of solutions and services to enhance your space management at every stage of the process.

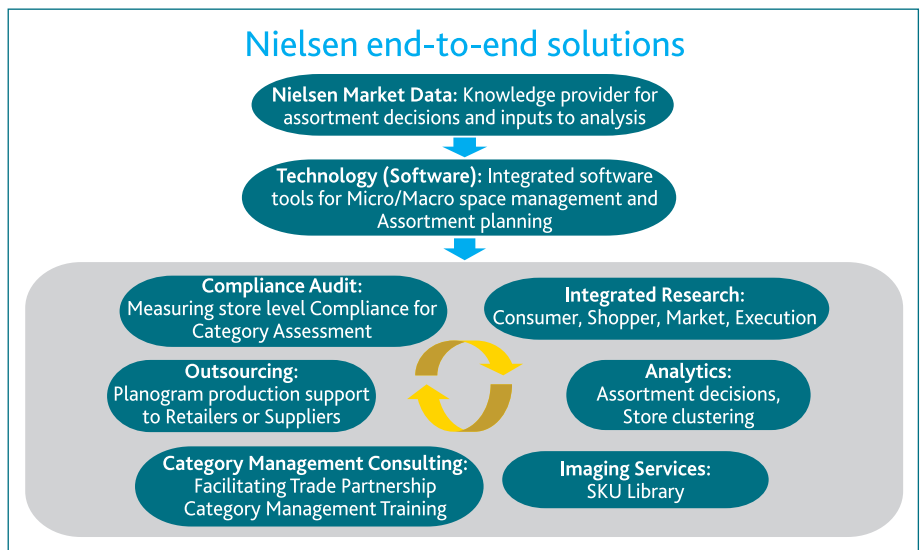


Collaborative Category Management Project Consulting

At Nielsen, we pride ourselves on our market-leading position in shelf-level assortment and store space. The range of merchandising solutions we provide is as vast as the range of clients we service, whether you're a manufacturer or a retail chain.

Our Merchandising Services consultants integrate Nielsen services into your existing processes and systems for a solution that is based on your requirements. From business process efficiencies to Nielsen data integration and customized solutions, we can help you find the perfect fit, and simplify your processes for fast, effective decisions.

With our end to end capability in delivering on Category Management, we can play a *go-between role in facilitating Trade Partnership between Manufactures and Retailers*. We've



helped manufacturers become trusted advisors/Category captains with their retailer partners, and we've worked with retailers to successfully pilot new category layouts in select stores and conduct in-store compliance reviews. Our experts in category management and planogram development and execution, work with your teams to develop optimized plans for special projects.

Our Category Management experts also conduct **Category Management Workshops** for Manufacturers and Retailers to create awareness on the benefits of collaborative Category Management between Retailers and Manufacturers. You could benefit from syndicated or captive workshops as per your business needs.

Turning Strategy Into Reality with Merchandising Services

"All in one" software solutions

We understand that simplifying and integrating merchandising processes is imperative to driving growth in your business. We have designed an integrated portfolio of space management software that enables you to do just that.

With our solutions, you spend more time on analysis to achieve your objectives and less time wading through data or learning the tools and processes.

Whether you're responsible for decision-making, execution or analysis, we have a solution tailored for you. Easy to learn applications fit into your current processes to enable you to:

- Consolidate and compare your space, sales and market data to reveal opportunities for optimal product assortment using **Product Planner**.
- Apply assortment decisions that align with category strategies and update planograms directly, so you can see how they'll play out in real time on the shelf using **Spaceman**.
- Validate your planograms with performance projections drawn from inventory models by SKU that also roll up to planogram, category, store or store-cluster level.
- Integrate your planograms with store layouts for powerful visual

analysis and reports at a macro level using **Store Planner**.

- Quickly update and distribute planograms to target audiences, whether for in-store implementation or collaboration with trade partners.

Our proven software solutions are supported by local Category Management consulting team and support that is second to none.

my.Spaceman

The first all-in-one, personalized solution for all your space and assortment planning needs. Built around industry proven applications from The Nielsen Company, such as Spaceman® Suite, my.Spaceman streamlines your merchandising processes across the whole organization. With powerful analytics and reporting, space information becomes accessible to all key decision makers. The integration of best practice space management applications and targeted business modules results in streamlined and automated merchandising processes that deliver greater efficiency, accuracy, speed to shelf and collaboration.

Outsourcing Assortment and Space Management Process

To support our business consulting services we have outsourcing services as solutions to meet your changing needs in execution. At Nielsen's *Merchandising Services* we have the experience, scale, flexibility and global reach to help your organization in the area of Assortment and Space management. Powered by Nielsen's proprietary all in one Spaceman suite of software, we can support manufacturers (in their category captain role) or a Retailer with fact based *Assortment planning and Space planning (Planogram) outsourcing capability*, allowing you to quickly ramp up/down capacity as per your changing business needs.



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